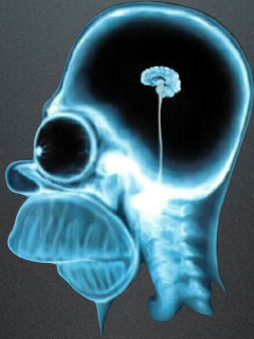
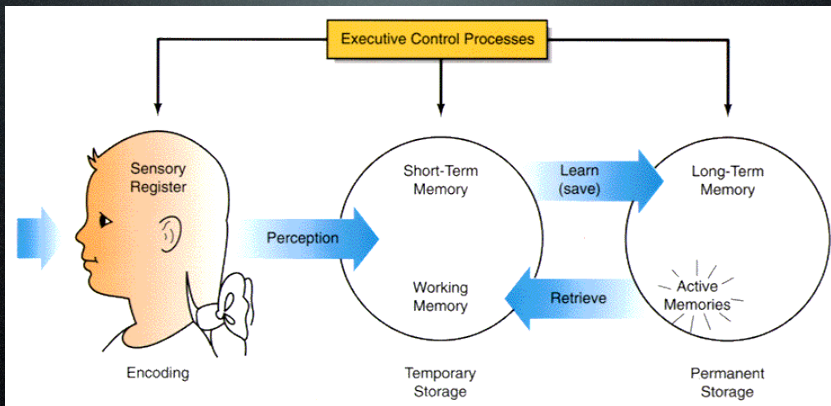


MEMORY

Process of using the brain to store & retrieve info



How does it work?



I'll ask you about this list
later

Dream

Night

Doze

Nap

Moon

Bed

Snore

COMPUTER V. BRAIN

**Compare the human information processing
system to the computer components:**

.... How are they similar?

.... How are they different?

TYPES OF MEMORY

Sensory Memory

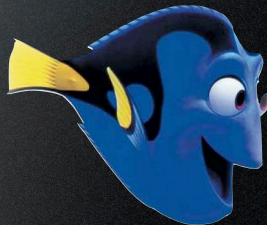
- All environmental factors contributing to how you feel
- Temperature, chair comfort level, dark v. light, etc.



TYPES OF MEMORY

Short Term Memory (Working)

- Briefly stores & processes selected info from your senses
- 7 pieces of info for ~20 seconds
- Mr. Short-Term Memory
- Fifty First Dates

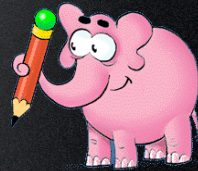


SHORT TERM ACTIVITY

Number your paper 1 – 15

I'm going to give you 20 seconds to memorize a list of 15 words

Don't write anything until after the list is covered up!



Zipper
Book
Razor
Truck
Enemy
Mirror
Shoe
Hippopotamus
Clock
Quarter
Table
Salt
Daisy
Gift
Jupiter

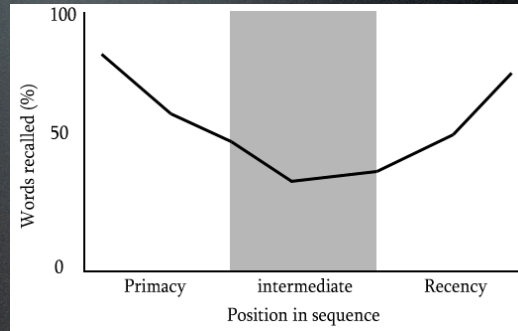
WRITE LIST

Put it in order!

What words did you remember?

Serial Position Theory

Remember the words at the beginning and end, but tend to forget the middle words.



WRITE LIST

- Did you remember “Hippopotamus?”
- Why?
- Uniqueness or Novelty impacts ability to remember.



TYPES OF MEMORY

Long Term Memory (Permanent)

- The portion of the memory that is more or less permanent – corresponding to everything we “know”
- How do you retrieve this?
 - recollection – using word clues, reminders
 - recognition – object, picture, etc. triggers a memory



LONG TERM ACTIVITY

I'm going to give you a couple minutes to answer 10 questions you should know.

You have either seen, used, or been taught each answer.

LONG TERM ACTIVITY

- Whose portrait is on the 10-dollar bill?
- What is Pittsburgh's area code?
- On an ordinary traffic light, is the red or the green light on top?
- Is Lincoln facing right or left on the penny?
- How many stripes are on the U.S. flag?
- Draw a Stop sign.
- Where is the enter (or return) button on a keyboard?
- What happened on June 6, 1944?
- Who shot J. F. Kennedy?
- What is the 1st line of the Gettysburg address?

- Whose portrait is on the 10-dollar bill? - Hamilton
- What is Pittsburgh's area code? - 412
- On an ordinary traffic light, is the red or the green light on top? - Red on top



- Is Lincoln facing right or left on the penny?
- How many stripes are on the U.S. flag? - 13
- Draw a Stop sign.
- Where is the enter (or return) button on a keyboard? - Right side & 2 up
- What happened on June 6, 1944? - D-Day
- Who shot J. F. Kennedy? - Lee Harvey Oswald???

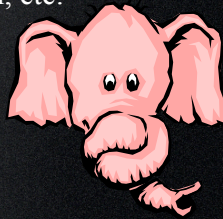


- What is the 1st line of the Gettysburg address? -Four score and seven years ago our fathers brought forth on this continent a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

MEMORY TECHNIQUES

Chunking

- Grouping info into smaller meaningful units
- Memorizing one section at a time...
 - States: Eastern, mid-Atlantic, southern, etc.
 - Lines of a sonnet
 - Measures of music



MEMORY TECHNIQUES

Mnemonics

n. A device, such as a formula or rhyme, used as an aid in remembering.

- Examples

MEMORY TECHNIQUES

Repetition

- Repeat it over & over & over to get it to stay in your head!
- What are the parts in the 12 Days of Christmas?



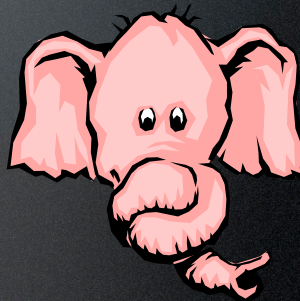
12 Days of Christmas

12 Drummers Drumming
11 Pipers Piping
10 Lords-a-Leaping
9 Ladies Dancing
8 Maids-a-Milking
7 Swans-a-Swimming
6 Geese-a-Laying
5 Golden Rings
4 Calling Birds
3 French Hens
2 Turtle Doves
And a Partridge in a Pear Tree.

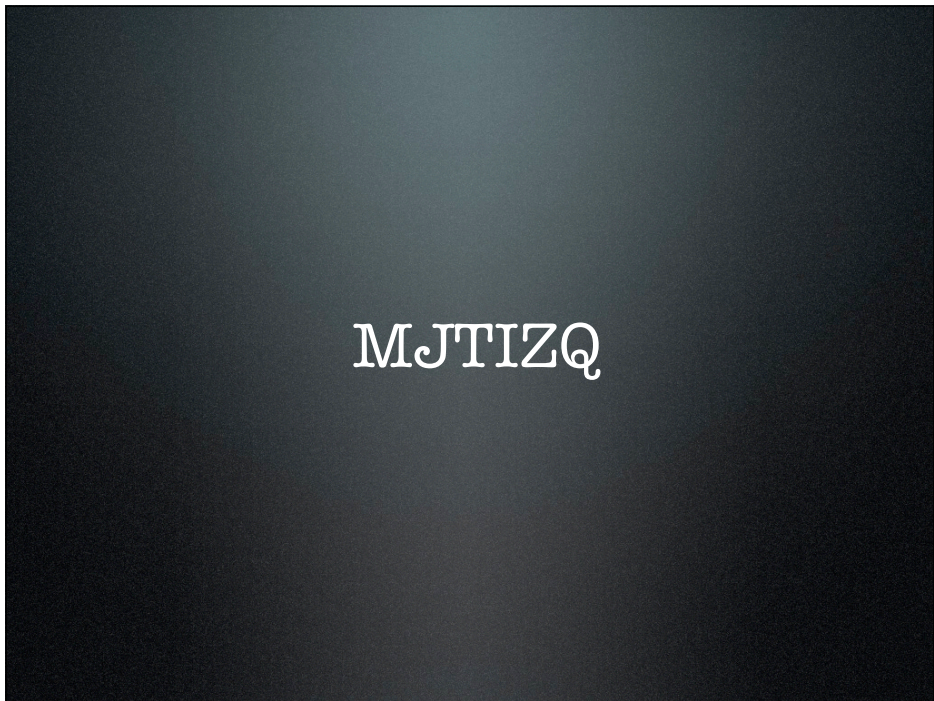
PRACTICE TIME

I'm going to show you random letters and
you have to memorize each set.

Use the techniques.



MJTIZQ



RPJHBZS

RPJHBZS

GBMTIZIQFFP



EGQJWBRHKOV B

EGQJWBRHKOV B

TVFBIABCJFKYMCA



TV FBI ABC JFK YMCA

TRY OUT WORD STRINGS...

I'm going to give you a list of 18 words.

Try to memorize as many possible in 45 seconds.

Try making connections, using visuals, and telling stories.

DOG	SING
HOUSE	CHURCH
RAN	KARATE
BEACH	LUNCH
SOFT	FLU
MANGO	SANDPAPER
SOCK	MILK
TOUCH	PLANNER

Video clip

Memory Olympics

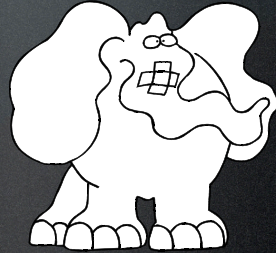
<http://www.cbsnews.com/video/watch/?id=5651392n&tag=related;photovideo>

<http://www.usamemorychampionships.com/>

- As you watch, think about the techniques the kids use to help them remember.

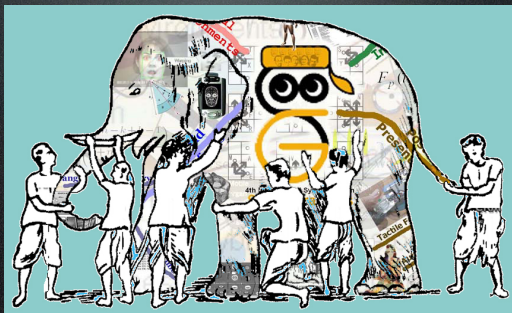
WHY CAN'T YOU REMEMBER?

- Just because you can't remember doesn't mean that the info isn't in your memory



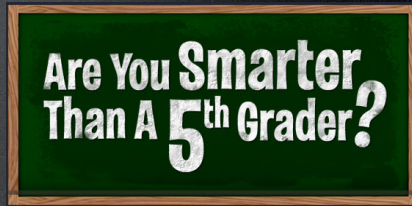
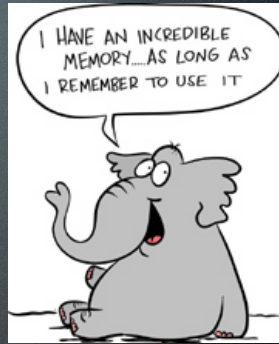
Interference Theory

- New info blocks retrieval of old
- Ex. New phone # - can't remember old



Decay Theory

- Disuse
- if you don't rehearse, memories will be lost
- Passing of times causes the strength of memory to fade



Test time.

Don't ask any questions, just write down as many words as you can from that list we saw at the beginning of this powerpoint.

Did you include SLEEP??

Dream

Night

Doze

Nap

Moon

Bed

Snore

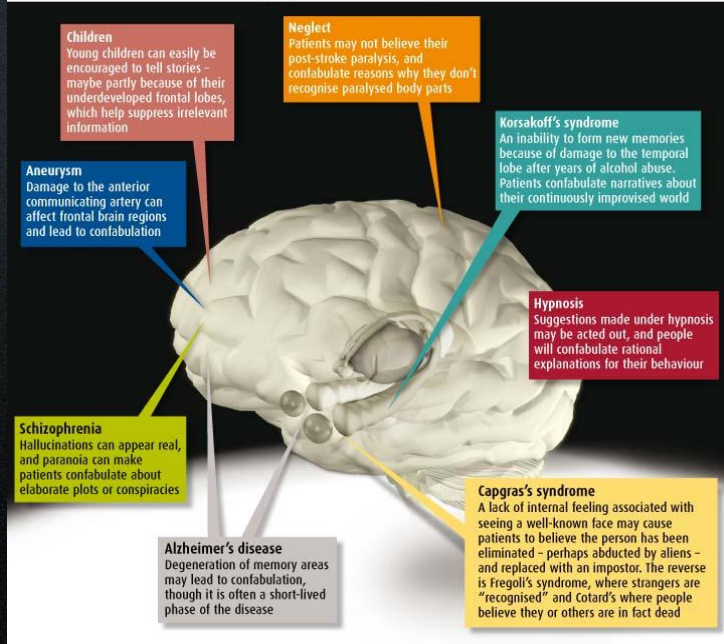
Confabulation

- Distortion of Memory Patterns
- People think they remember something that was never actually stored in a memory & may not have happened
- This is why eyewitnesses to crimes are often unreliable



HONEST FALSEHOOD

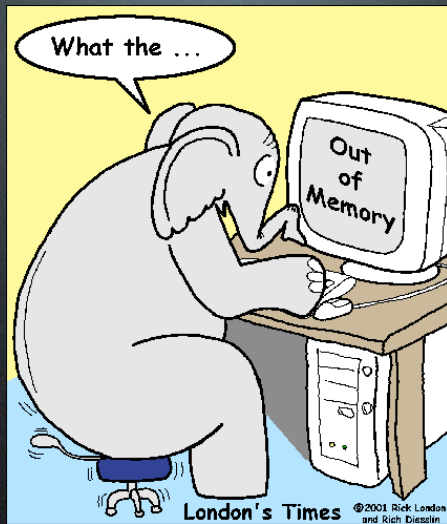
Confabulation has been documented in healthy people and in several neurological conditions



Repressed Memories

- Can't remember because it has been blocked from your conscious mind
- Usually traumatic - too difficult to deal with, so you "forget" about it





London's Times

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